

NATIONAL KEYNOTE SPEAKER

MICHAEL CHATMAN

LEADERSHIP • INFLUENCE • RECOGNITION

President & CEO,
Charitable Community Foundation

Creator of
THE INFLUENCE DIVIDEND™

THE QUESTION:

**WHAT CHANGED
BECAUSE YOU LED?**

Money can finance
an organization.
Influence can move
an entire field.

BOOK MICHAEL CHATMAN

Keynotes • Executive Events • Conferences
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SIGNATURE KEYNOTE

THE INFLUENCE DIVIDEND™

**Why the Leaders Who Shape the Future Aren't Always the
Ones With the Biggest Budgets**

For generations, leaders have been taught to measure success by revenue, staff, buildings and budgets. Michael Chatman challenges that scorecard. In this provocative executive keynote, he reveals why consequential leaders are distinguished by the ideas they advance, the trust they command, the people they convene and the influence they create.

THE FOUR CAPITALS OF INFLUENCE™

- | | |
|---------------------|--|
| FINANCIAL | — What you control |
| REPUTATION | — What people believe about you |
| RELATIONSHIP | — Who will answer when you call |
| INTELLECTUAL | — What people associate with your name |

AUDIENCE TAKEAWAYS

- Separate organizational scale from genuine leadership influence
- Turn achievement into recognition, credibility and strategic access
- Build a point of view that moves leaders from executive to authority
- Use recognition as mission-building capital—not vanity

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